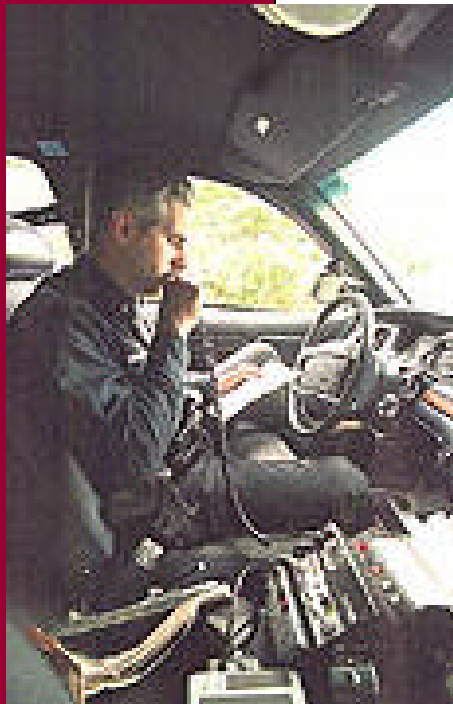


Police Traffic Services



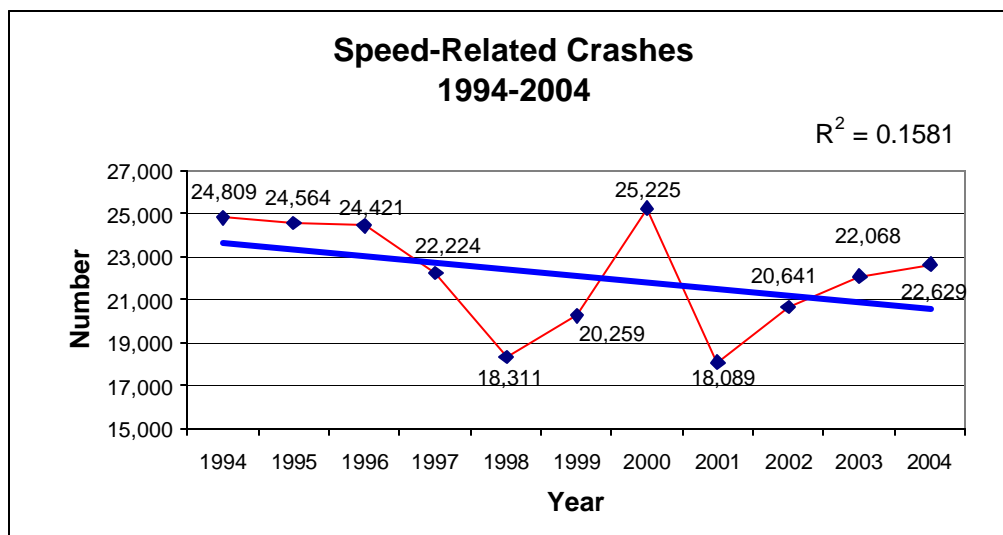
State of Wisconsin 2006

TRAFFIC LAW ENFORCEMENT PROGRAM SPEED and AGGRESSIVE DRIVING PLAN

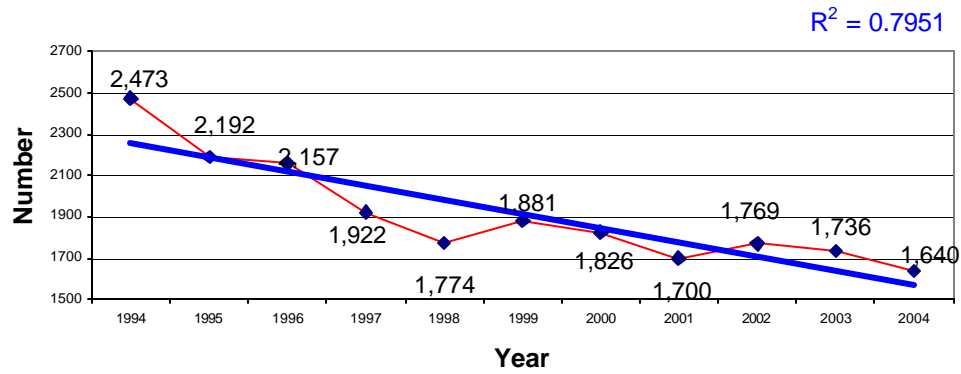


Problem Statement and Program Justification

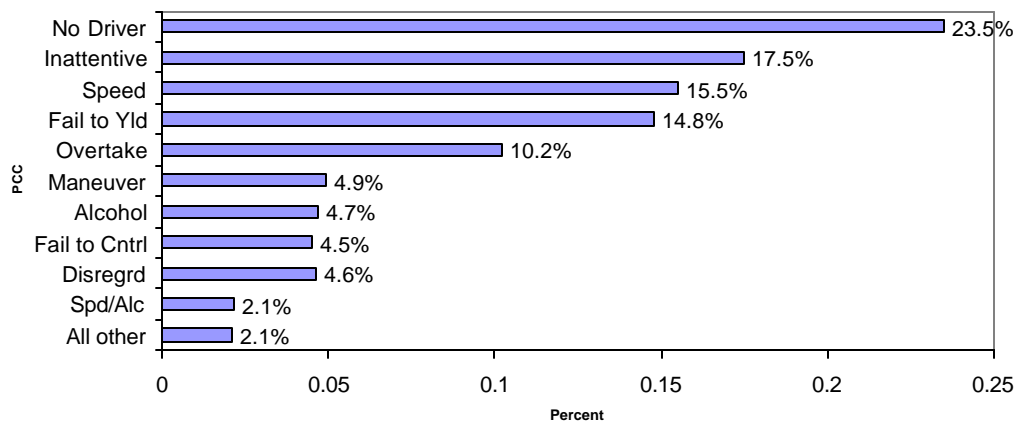
Speeding is the most commonly cited driver behavior and the most common type of driver-caused crashes. Speed-related crashes resulted in 33% of all deaths and 21% of all injuries in 2004. 261 people died and 11,633 were injured in 22,629 speed-related crashes in 2004. In 2004, 300,203 convictions for speeding violations were entered into driver records.

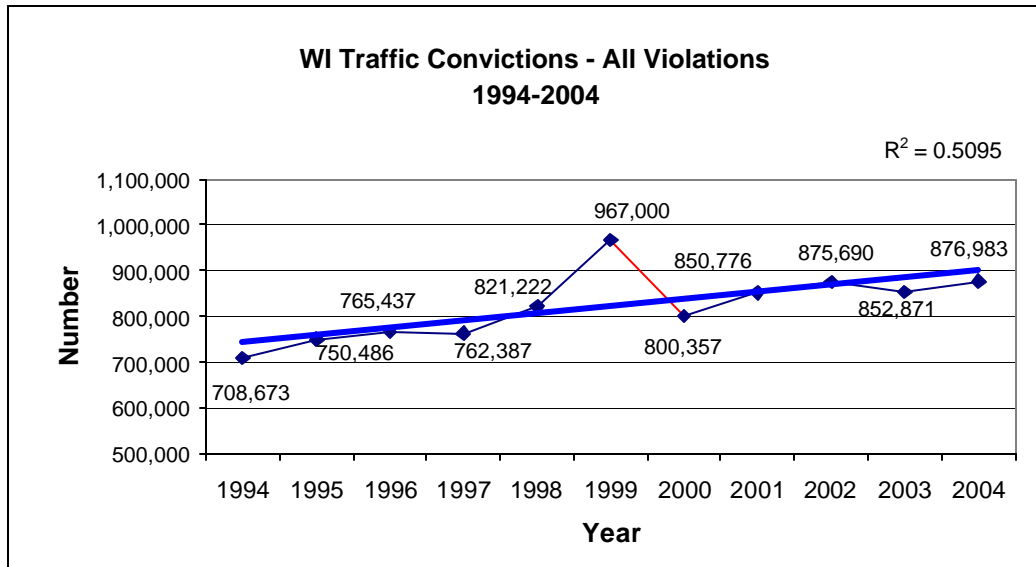


Speed Crashes Persons Killed or Incapacitated 1994-2004



Primary Driver Contributing Circumstance All CY2004 Crashes (n=128,308)





Performance Goal Decrease the number of people killed in speed or driver aggression-related crashes to 230 by end of CY2008 by encouraging stepped-up, targeted traffic enforcement programs and by supporting training and technology resources for traffic law enforcement.

Performance Measures:

- Speed-related crashes will decrease to 18,971 by end of CY2006, 18,022 by end of CY2008 and 17,121 by end of CY2010.
2000 baseline was 25,225 crashes; 2004 status is 22,629; 5-yr average – 21,260 crashes
- The number killed or incapacitated in these crashes will decrease to 1,605 by end of CY 2006, 1,546 by end of CY2008, and to 1,489 by end of CY2009.
2000 baseline was 1,827 killed or incapacitated; 2004 status is 1,640; 5-yr average – 1,783
- Perception of risk of being ticketed for a speed violation will increase to the extent that speed drops from the second most common driver contributing cause of crashes to only 10% of driver contributing cause of crashes.
2000 baseline was 14.0% of driver PCCs; 2004 status is 15.5%

Budget:

SPEED, AGGRESSION & TRAFFIC LAW ENFORCEMENT			
06-04-01-PT	Program Management	\$ 5,000	402
06-04-02-PT	PI&E and Outreach	\$ 75,000	402
06-04-03-PT	Training, Capacity Building	\$ 65,000	402
06-04-04-PT	Enforcement, Speed	\$550,000	402
06-78-05-HN10	Enforcement-Speed	\$200,000	163
06-04-05-PT	Evaluation	\$ 80,000	402
06-04-06-PT	Enforcement – Aggression (Demo)	\$300,000	

06-04-07-PM	Paid Media -	\$ 150,000	
	402 Total	\$1,225,000	
	163 Total	\$ 200,000	
	Program Total	\$1,425,000	

Program Strategies and Activity Plan:

Program Management : **\$ 5,000** (402)
\$ 11,000 (State)

- Coordinate, plan, manage and evaluate the state speed and aggressive driving program. DP costs, M&S training and travel, printing and postage.
- Continue to work with and expand the agencies and organizations interested in decreasing speeding and aggressive driving.

Public Information, Education and Outreach **\$ 75,000** (402)

- Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs.
- Develop aggressive driving PI&E and/or outreach materials
- Target information to the correct audiences
- Put information on website to reduce production costs
- Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited

Aggressive Driving Paid Media **\$150,000** (402)

- Provide targeted media in support of aggressive driving demonstration project

Training and Capacity Building **\$ 65,000** (402)

- Develop training and evaluation plan, and support training for advanced traffic enforcement skills development.

Speed Enforcement **\$750,000** (402)

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign.

\$550,000 402

\$200,000 163

Aggressive Driving Enforcement Demonstration **\$300,000** (402)

- Develop project and evaluation plans to demonstrate coordinated and targeted enforcement techniques that discourage aggressive driving in a high-risk corridor.

Evaluation **\$ 80,000** (402)

- Contract for surveys and evaluation of speed and/or aggressive driving activities

\$ 30,000 402

- Evaluate Aggressive Driving Demonstration Project

\$ 50,000 402